

DEQ parade float encourages LED light use

Before a crowd of nearly 100,000, the DEQ Parade Float lit up Lansing's Annual Silver Bells in the City Parade on November 16, 2007, by demonstrating how Michigan families can save energy this holiday season by using LED lights at their homes.

Nearly seven thousand bright, energy-saving Light Emitting Diode (LED) lights and Compact Fluorescent Lights (CFL) illuminated the DEQ float which featured an "Earth Day, Every Day" theme and "AIR,"



Followed by the brightly-lit DEQ float, the environmental mascots marching in Lansing's Annual Silver Bells in the City Parade carry a banner with their "Earth Day, Every Day" message.

"LAND" and "WATER" mascots. The float was inspired by DEQ staff who donated all the lights, vehicle banners and decorations in this 100% volunteer effort.

The holiday parades provide a perfect opportunity for DEQ to celebrate the holiday while demonstrating the energy-saving power of LED and CFL light over incandescent

lights. Burning brighter, longer, cleaner and cheaper, using LED lights instead of incandescent lights is a much more efficient and safe way to celebrate the holidays. LED bulbs produce even, bright lights, while using 80 to 90 percent less energy than conventional lighting. They also last 50,000 to 100,000 hours compared to only 6,000 for traditional incandescent lights.

Look for the DEQ float in the upcoming parades and join us in this yearly tradition of celebrating the holidays while continuing to protect Michigan's environmental and conserve Michigan's energy!

